

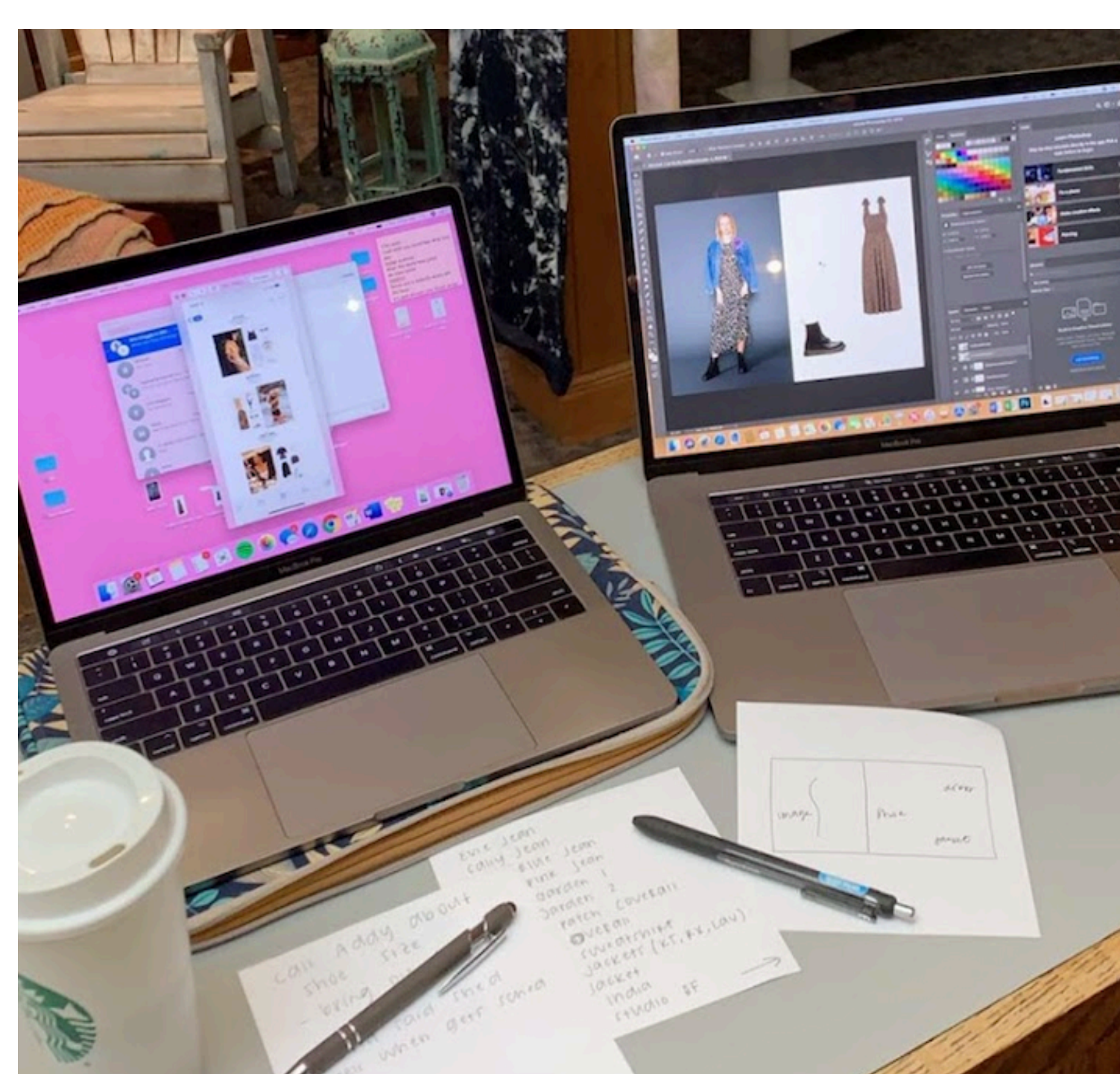
What Did You Learn? I learned how private businesses are run, how to market to a specific target market/audience, and how to create social media and email content for a fashion brand. I became more familiar with Photoshop and Mail Chimp, which are essential programs to many businesses. Overall, I learned working could be fun and productive at the same time.



What Motivated You to Select this Project? I knew I wanted an internship over the summer, and I really wanted to combine retail and business. Doing the STEP Internship Project allowed me to purchase business clothing, pay my parents for rent at home, and most importantly have first-hand experience in the business and retail world.

SUMMER INTERNSHIP: RIALTO JEAN PROJECT

Project Description: Over the summer, I had the chance to intern for a company in Toledo, OH called Rialto Jean Project. The owner takes vintage Levi jeans and either pants or sews on them and resells them. I was the Marketing and Social Media Intern for the brand and mainly created Instagram and email mailers on Photoshop. I also directed photoshoots for the brand, contacted head buyers, went on Trunk Show trips, and worked the retail floor.



How Was this Project Transformational? This internship project was transformational because it allowed me to take what I've learned in my marketing and retail classes and apply it to real-world examples. I now can go into future classes with context for what I am learning and better understand the material. Additionally, having this internship allowed me experience that helped me receive another retail internship this summer. Having these internships will help me find a job I love after I graduate next Spring.

Name: Brynn Hoffman
STEP Project Category: Internship
STEP Faculty Member: Rochelle Dunn
Major: Marketing



Favorite Part of Your Experience? My favorite part of my internship was when I was able to travel to a Trunk Show in Cleveland with my Boss and the Director of Operations. We traveled with a collection of every piece in the inventory, set the whole room up to look like the studio, and had a ton of women come through and shop the products. It was my first time participating in a Trunk Show and I learned so much and had so much fun. It was a great to see the product being sold outside of the store and from online orders.



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Second-year Transformational
Experience Program